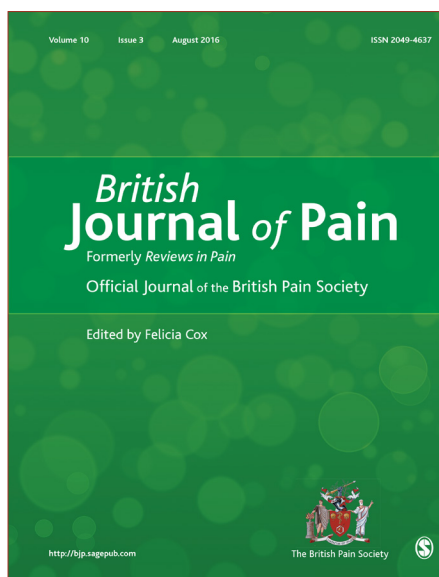


# Advertising Rates And Specifications - 2017



Editor: **Felicia Cox**, Royal Brompton & Harefield NHS Trust, London

The **British Journal of Pain** is the official journal of the British Pain Society. It provides scientists and clinicians in pain medicine with peer-reviewed review articles and expert opinions on all aspects of pain management from basic science to its clinical application including pain physiology, pharmacology and interventions.

This journal provides content of multidisciplinary interest and reviews and forecasts important issues and trends in the management of acute and chronic pain.

**Readership profile:** Pain anaesthetists and interventionalists, pain specialist nurses, pharmacists and pharmacologists, physiotherapists, psychologists, occupational therapists, rheumatologists, general practitioners, basic scientists

## Journal Statistics

### Print

Volume: 11

Circulation: 1,225

Frequency: The journal is published 4 times per year.

### Online - [bjp.sagepub.com](http://bjp.sagepub.com)

Average Monthly Page Views: 5,138

Average Monthly Unique Visitors: 2,500

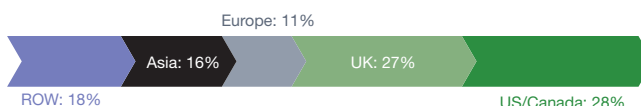
e-Toc registrants: 518

*\*Online Statistics refer to the number of advert impressions served by one banner position*

### Print Geographical Distribution

UK ONLY

### Online Geographical Distribution



## Advertising Rates & Information - 2017

### Closing dates for print advertising:

Issue	Space reservation	Copy deadline	Mail date
February*	05 December 2016	12 December 2016	01 February 2017
May*	06 March 2017	13 March 2017	02 May 2017
August	06 June 2017	13 June 2017	01 August 2017
November	04 September 2017	11 September 2017	01 November 2017

### Print advertising rates – 2017:

#### Colour Rates

Frequency	1x	3x	6x
Full Page	£1,202	£1,113	£1,022
Outside Back Cover	£1,382	£1,278	£1,174
Inside Front Cover	£1,322	£1,223	£1,125
Inside Back Cover	£1,262	£1,167	£1,073
Half Page	£711	£657	£605
Double Spread	£2,103	£1,948	£1,788

#### Black and white rates

Frequency	1x	3x	6x
Full Page	£711	£657	£605
Half Page	£426	£395	£363

### \*Bonus Distribution

- February issue: British Pain Society's 2017 Annual Scientific Meeting
- May issue: World Congress of the European Association of Palliative

## Other Promotional Opportunities

**Belly band:** A belly band is an advertisement that wraps around the entire journal. This is an exclusive way to place your message front and centre with each reader. Belly bands allow your message to be the very first one seen by the readers.

**Inserts:** Bound inserts, loose inserts, gatefolds, tip-ins and die cuts are

available. A sample must be submitted to the publisher for approval.

**Outserts (product samples, brochures):** Be the first advertiser to be seen by readers with your promotional item or product sample mailed within the polybag of each issue, outside of the journal. This is an exclusive opportunity— only one advertising outsert is permitted per issue.

## Online Advertising

Available locations/sizes:



- Leaderboard (A) 728 x 90 pixels
- Skyscraper (B) 160 x 600 pixels
- Our standard rate is £49 per

1,000 impressions, with a minimum of £490 / 10,000 impressions per booking.

- Banner advertising may be **available across multiple publications.**
- **Geo-targeting** is available. Please contact us if you would like your ad to run in specific countries/regions
- Third party ad tags accepted.
- Banner Ad Specifications:
  - Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
  - Maximum size of banners: 100KB

**E-Toc alert sponsorship:**

Single sponsorships are available for every issue of the e-TOC alert, which is delivered to all registrants prior to each print issue mailing.

The sponsor may include a hyperlink and banner advert.

- Banner size: 728 x 90 pixels
- Acceptable File Formats: Static GIF, JPG, PNG
- Maximum size on banners: 40KB



## Policy and Guidelines

**General policy on acceptance of advertising**

Cancellations must be submitted in writing and will not be accepted after closing dates for space reservations. Any cancellations after the deadlines will be charged in full.

All advertising is subject to the publisher's and society's approval. The advertiser and/or advertising agency assume liability for all contents of advertising and any claims against the publisher as the result of the advertisement.

If artwork cannot be provided by the above deadlines or an extension approved by the publisher, then the publisher will run the most recent artwork submitted.

If no artwork is on hand, then the advertiser will still be responsible for payment on the space reserved.

**Mechanical requirements for print advertisements**

**Full Page**

*Full page, bleed*  
286mm (h) x 216mm (w)  
*Full page, trim size*  
280mm (h) x 210mm (w)  
*Full page, type area*  
250mm (h) x 180mm (w)

**Half Page**

*Horizontal, Type Area*  
120mm (h) x 180mm (w)  
*Horizontal, Trim Area*  
140mm (h) x 210mm (w)  
*Vertical, Type Area*  
250mm (h) x 85mm (w)  
*Vertical, Trim Area*  
280mm (h) x 105mm (w)

**Double Spread**

Double page spreads need to be supplied as a full PDF page per advert, and not a joined spread of both. The dimensions remain as per

normal full page adverts, including the bleed and cropmark requirements.

**Requirements for electronic delivery**

Please submit advertisements as print-ready PDFS. Crop marks should be placed on all advertisements that bleed and offset.

All colour and greyscale graphics should be a minimum of 300 dpi at the finished size.

Colour graphics must be in CMYK.

The publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

Agency commission 10%

## Related Journals



Pain News  
[britishpainsociety.org](http://britishpainsociety.org)



Palliative Medicine  
[pmj.sagepub.com](http://pmj.sagepub.com)

## Contact Details

**Publisher:**

SAGE Publishing, 1 Oliver's Yard, 55 City Road, London EC1Y 1SP, UK

**For all advertising, reprint and supplement sales:**

Neil Chesher – *Commercial Sales Account Manager*

Tel: +44 (0)207 324 8601

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**For artwork submission:**

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Email: [andrea.jarosova@sagepub.co.uk](mailto:andrea.jarosova@sagepub.co.uk)